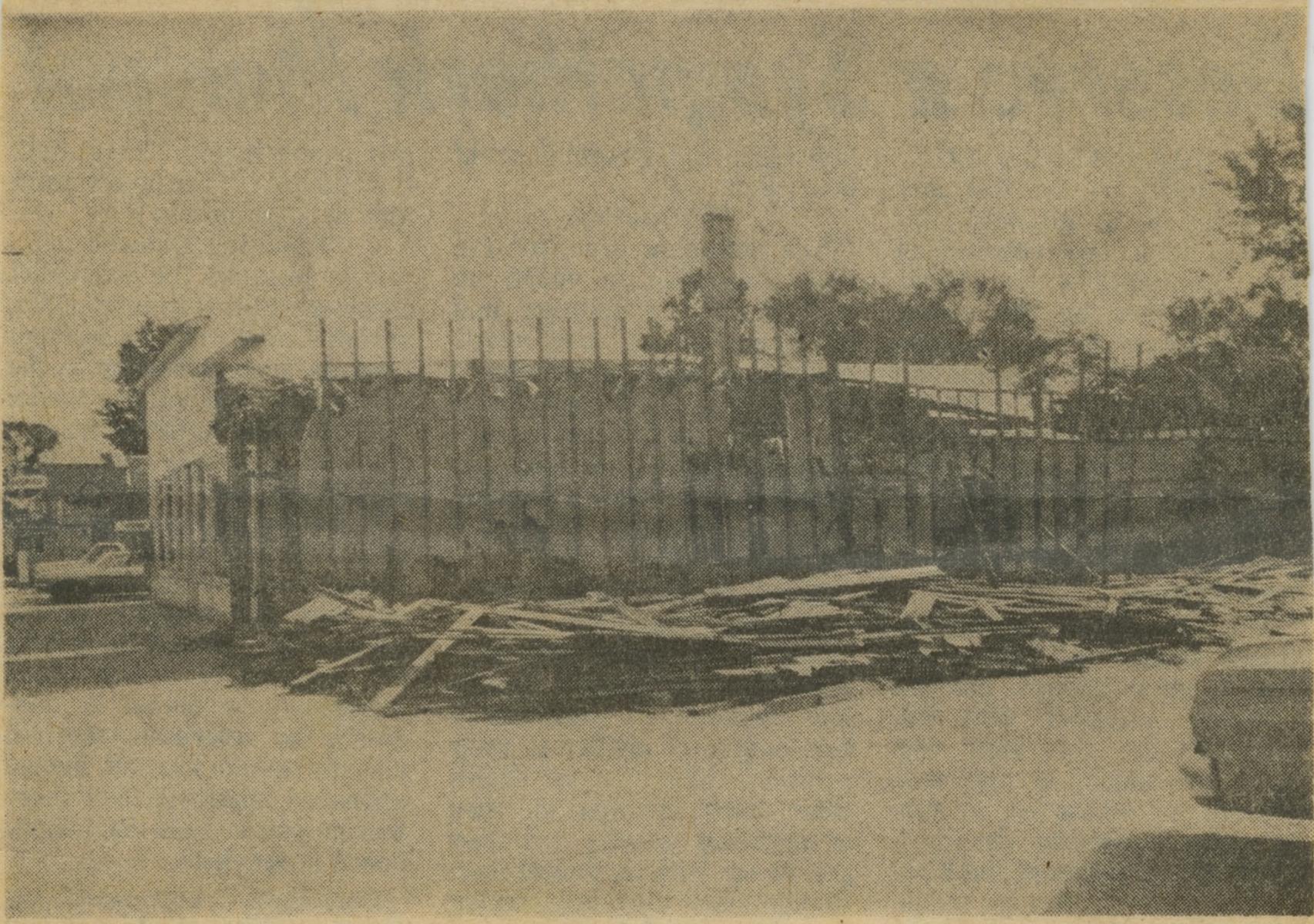


Sept 9-70

Lakeshore and Area



RAZING PROGRESSES — The old Holst store building and residence at Mishicot is being razed by George Krause, present owner of the property. Krause said he has made

no plans to dispose of the property, but just cleaning up the site in the Main Street improvement program. (Photo by staff photographer)

Mishicot's Main Street Undergoes Improvements

MISHICOT — This community's oldest general mercantile establishment, A. Holst and Sons, founded in 1890, is being torn down.

The Holst family came from Potter, Wis. in 1890 and erected the building in three sections on what is now Main Street with living quarters in the rear. The late Hugo Holst and his brother, Arthur, took over the business in 1918. The establishment was a typical country store with groceries, dry goods and men's and women's ready-to-wear. George Krause acquired the property in December of 1963 and remodeled the general store into a supermarket.

Krause is now located at the southeast corner of Elizabeth, Washington and Main streets in the village where he recently completed construction of a large modern shopping center. The main building is 80 by 127 feet and contains approximately 11,000 square feet for store area. An extended front entrance 12 x 52 feet serves as office and checkout area. A 50 car parking lot surrounds the store.

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Krause stated he has no immediate plans for the site after the building is torn down, he "just wants to tear the building down, clean up the grounds to improve the appearance of Main Street as a part of civic improvement." Each merchant or businessman is striving 'on his own' to improve the shopping district or Main Street.

One of the business places in the process of an extensive improvement project is Mueller's Motor Mart located at 416 E. Main St., owned and operated by William E. Mueller, Rt. 2, Two Rivers.

"The Villager IV," a large block long building, housing Mishicot Village Bakery; Magic Mirror beauty salon, Phil's Barber Shop, and Franz's Upholstery Shop, located on Main Street was recently painted and remodeled. It is owned by Alvin Dvorak of Mishicot.

Frank and Rose's Place, formerly Levenhagen's Opera Bar, is also undergoing extensive remodeling, both inside and outside. Beige and aqua aluminum siding has replaced the old siding and plans are being made to replace the black marble-like blocks on the front. The interiors of both hall and tavern have been completely re-decorated.